

THE NEW PLYMOUTH SIX



SETS THE PACE

JACK SOTO
DE SOTO B.
405 W. B.
SAN DIEGO
CALIFORNIA
STORREY
WAY
PLYMOUTH

AMERICA WANTS STYLE—



● Walk down Fifth Avenue . . . and what is it that you notice?

A new frock from Paris . . . a new color by Worth. Stockings with a new mesh weave . . . hats that intrigue you with their fresh, new flair.

Walk down Main Street . . . and what greets your eye?

That same frock from Paris . . . that same color by Worth. Stockings with that same new weave . . . hats with the same fresh flair!

Main Street keeps pace . . . America, insisting on the latest style, becomes the best-dressed nation on earth.

The good old American standard of living goes up—the cost of maintaining it comes down!

We've proved that style . . . that good taste . . . that fine quality needn't always be expensive!



WITHOUT "STYLISH" PRICES

MERE "TRANSPORTATION" WON'T

● There's no fun today just in "getting there." Four wheels and a motor aren't enough any more.

Roads are smooth . . . so we want speed . . . without strain on the motor or on the driver . . . 75 honest miles an hour!

The whole family rides . . . so we want roominess . . . lots of space for all.

Highways are crowded . . . so we want bodies of steel to forestall accidents . . . brakes that stop *fast*.

It's an age of style . . . of good taste . . . so we want good looks! We want a low-priced car without that "low-priced look."

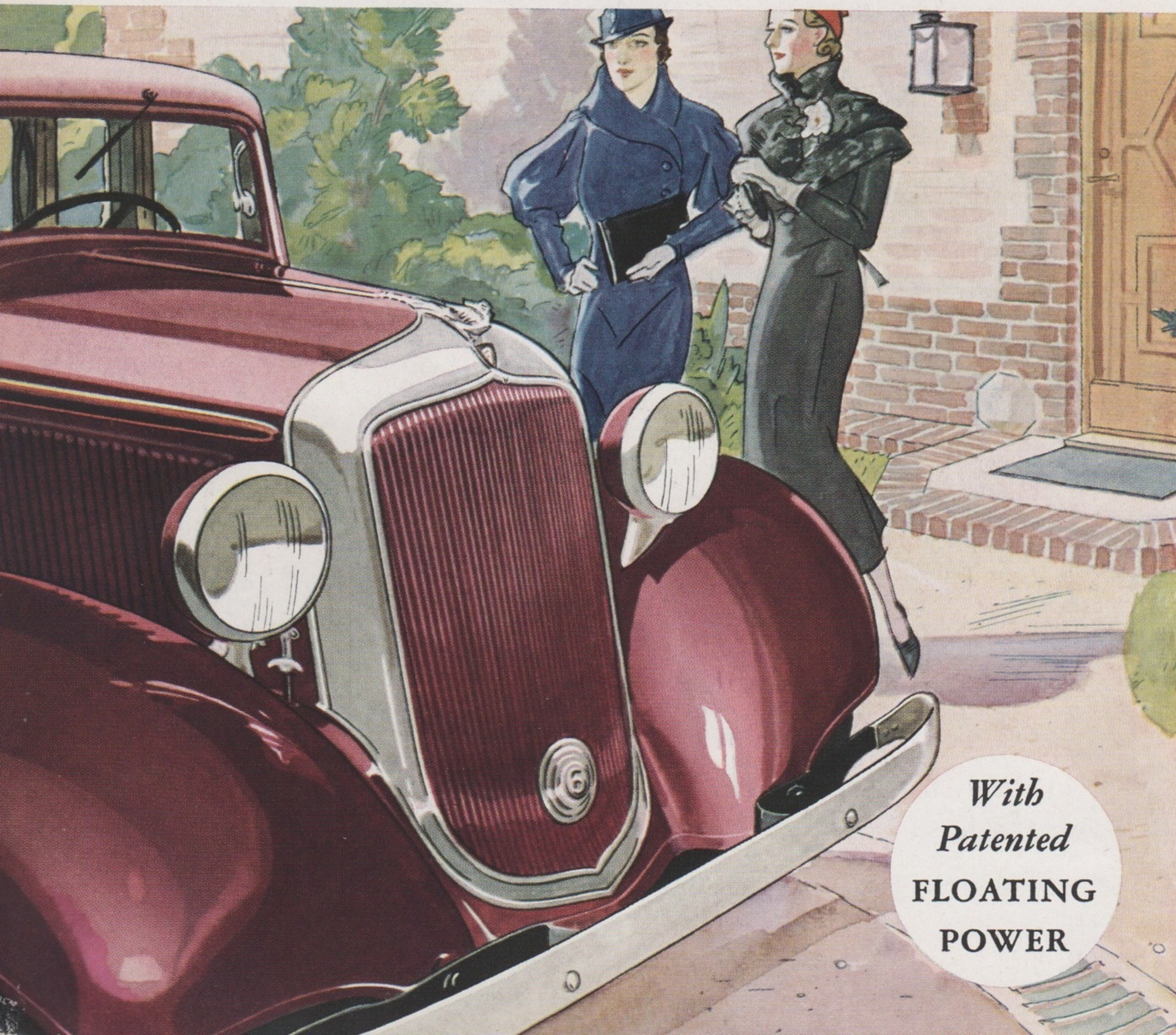
Above all we want a car that fits our budget . . . a car that we can easily afford, but that will make others say "How do you do it?"

Style . . . speed . . . size . . . comfort! Where can we find it . . . without begging our bankroll's pardon?



SATISFY ANY MORE

HERE'S THE ANSWER—"PLYMOUTH SIX!"



With
Patented
**FLOATING
POWER**

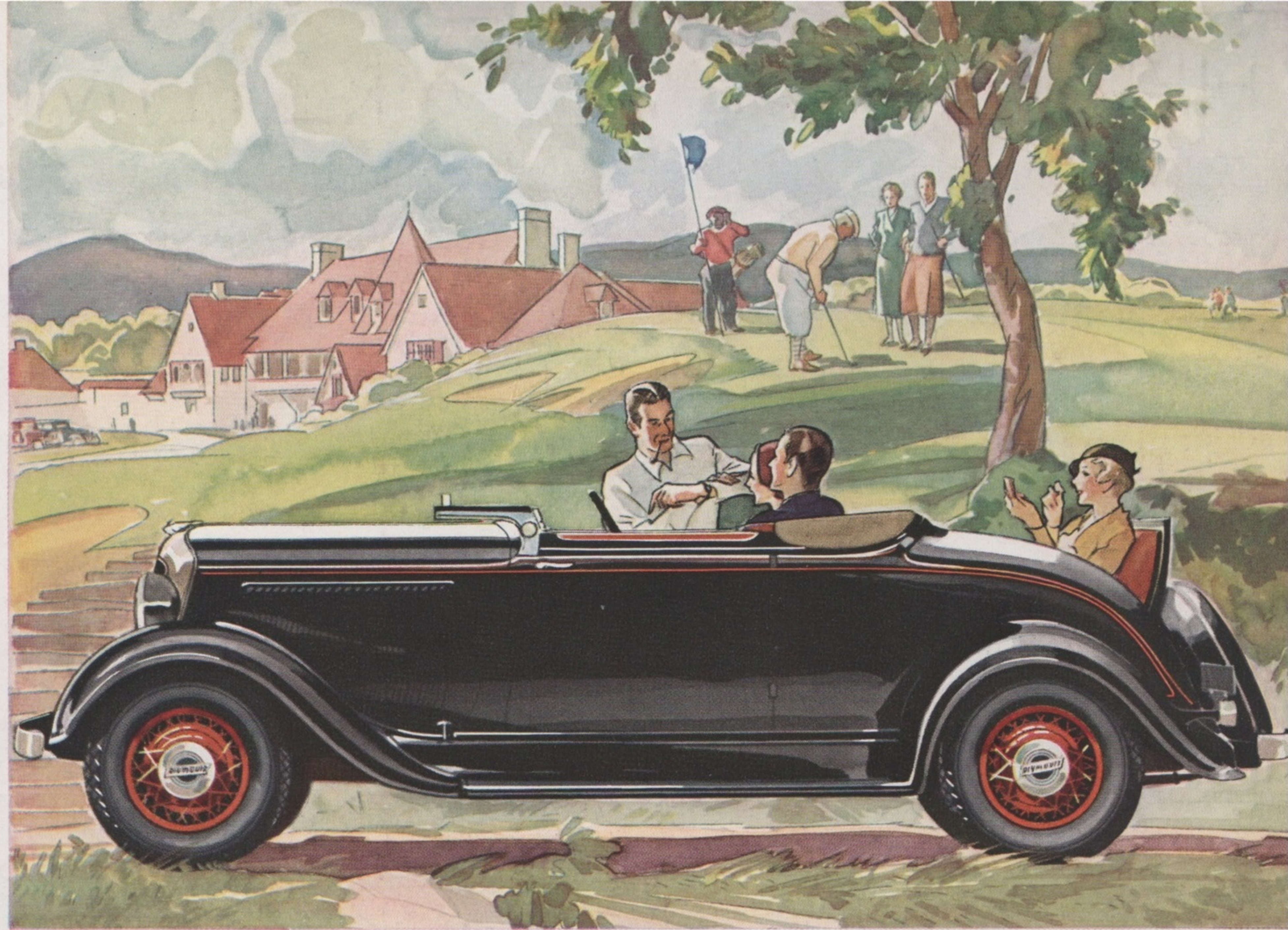
● "Plymouth builds a Six!"
That's news! But what a story
when you get the whole picture!

Behind that rakish radiator,
there's a husky new 70 horse-
power engine . . . plus the fa-
mous *Patented Floating Power!*

There's built-in Free Wheeling
. . . plus Hydraulic brakes with
Centrifuse Drums.

A Rigid-X frame and a Safety-
steel body . . . 75 miles an hour,
and unequalled ease of steering.
There's a full-sized body . . .
with cushions deep and wide
. . . flowing, road-hugging
lines . . . colors that sparkle.

It all adds up to *value* . . . a car
that makes every gallon of gas
work as it's never worked be-
fore . . . a car that takes all the
terrors out of upkeep . . . a car
at an incredibly low price.



THE CAR THAT MAKES DRIVING A REAL SPORT

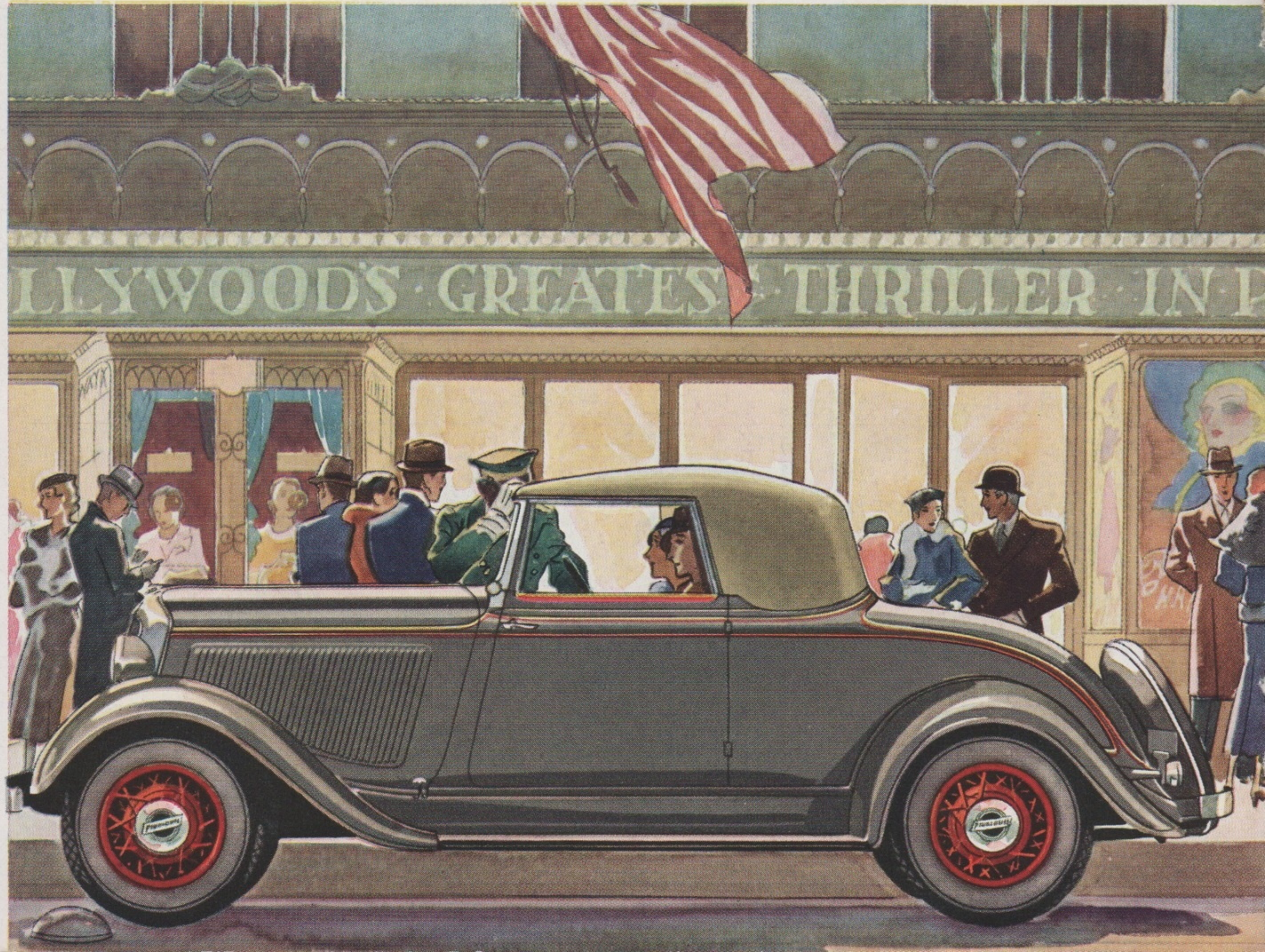
The rhythm of outdoors in every line! It looks right at home on the gravelled drive of the most fashionable country club. The top of the Plymouth Convertible Coupe comes down in

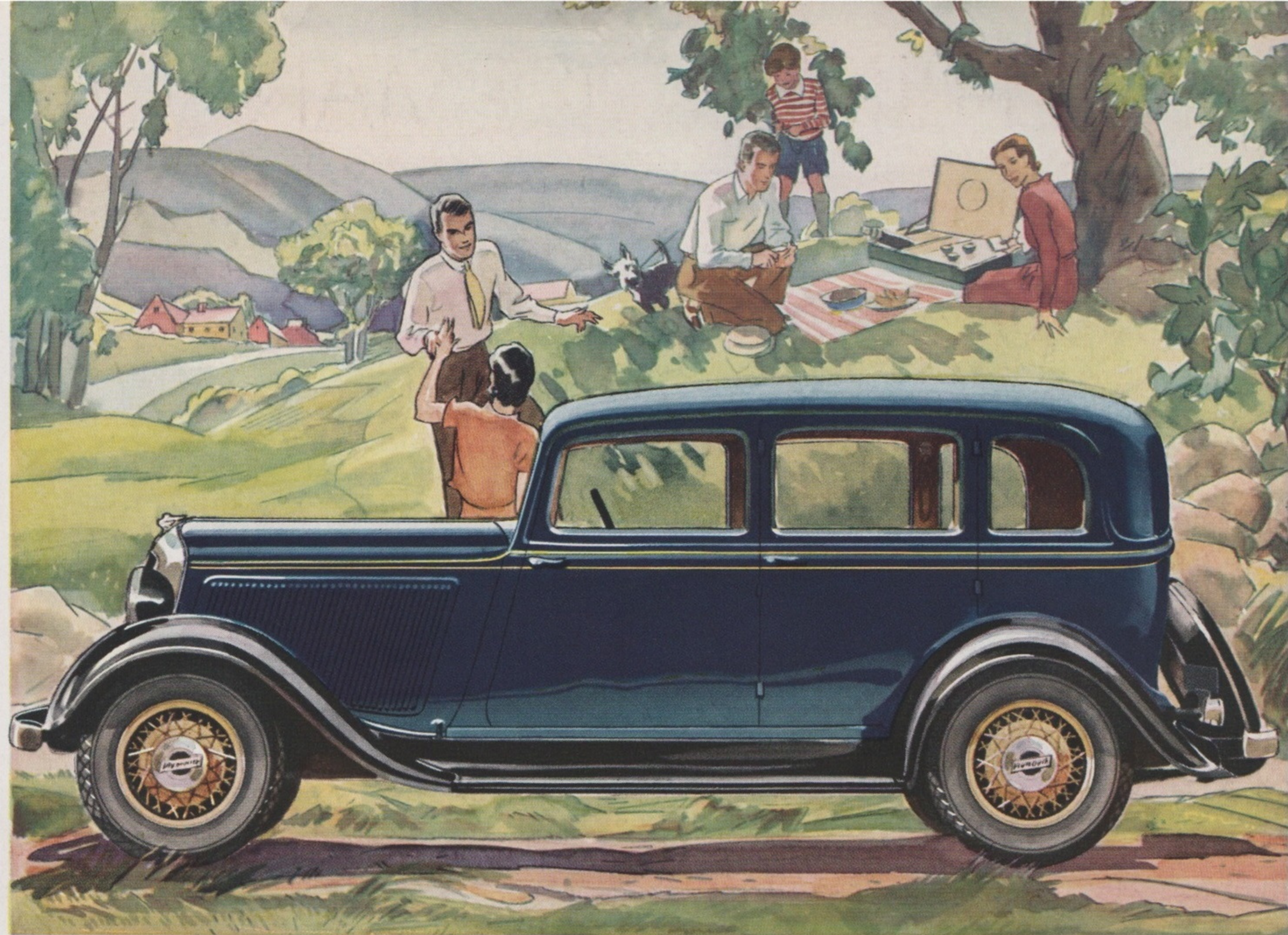
a jiffy. The windshield folds down too . . . and you've got a *roadster*! You can *tan* in the sunshine, or ride sheltered from the wind. It has a roomy rumble . . . it's available in gay colors.

WATCH THE DOORMAN TOUCH HIS CAP

It gets respect! If you like going to gay places . . . the Convertible Coupe will take you there in *style*. It's as snappy-looking as it is practical. Inside and out . . . the Convertible

Coupe has that trim, custom-tailored look of the most expensive cars. Its lines are low and rakish, but you'll find it has plenty of headroom . . . the driving seat is adjustable.





ROOM FOR EVERYBODY—AND THE BASKET!

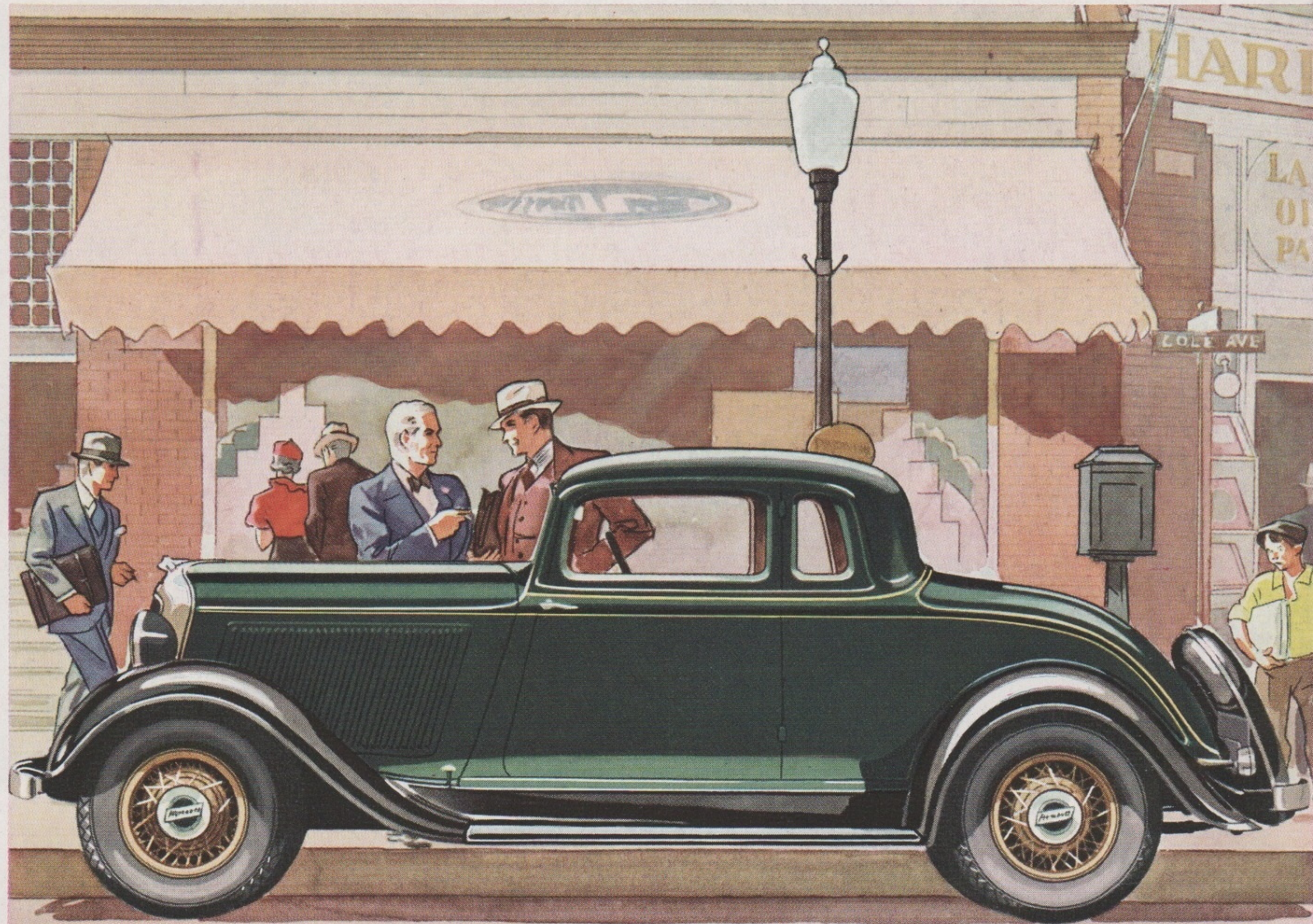
Here's full size . . . made for five full-size passengers. Knowing how important *size* is to the motorist with a family, we designed roominess into the Plymouth 4-Door Sedan. On

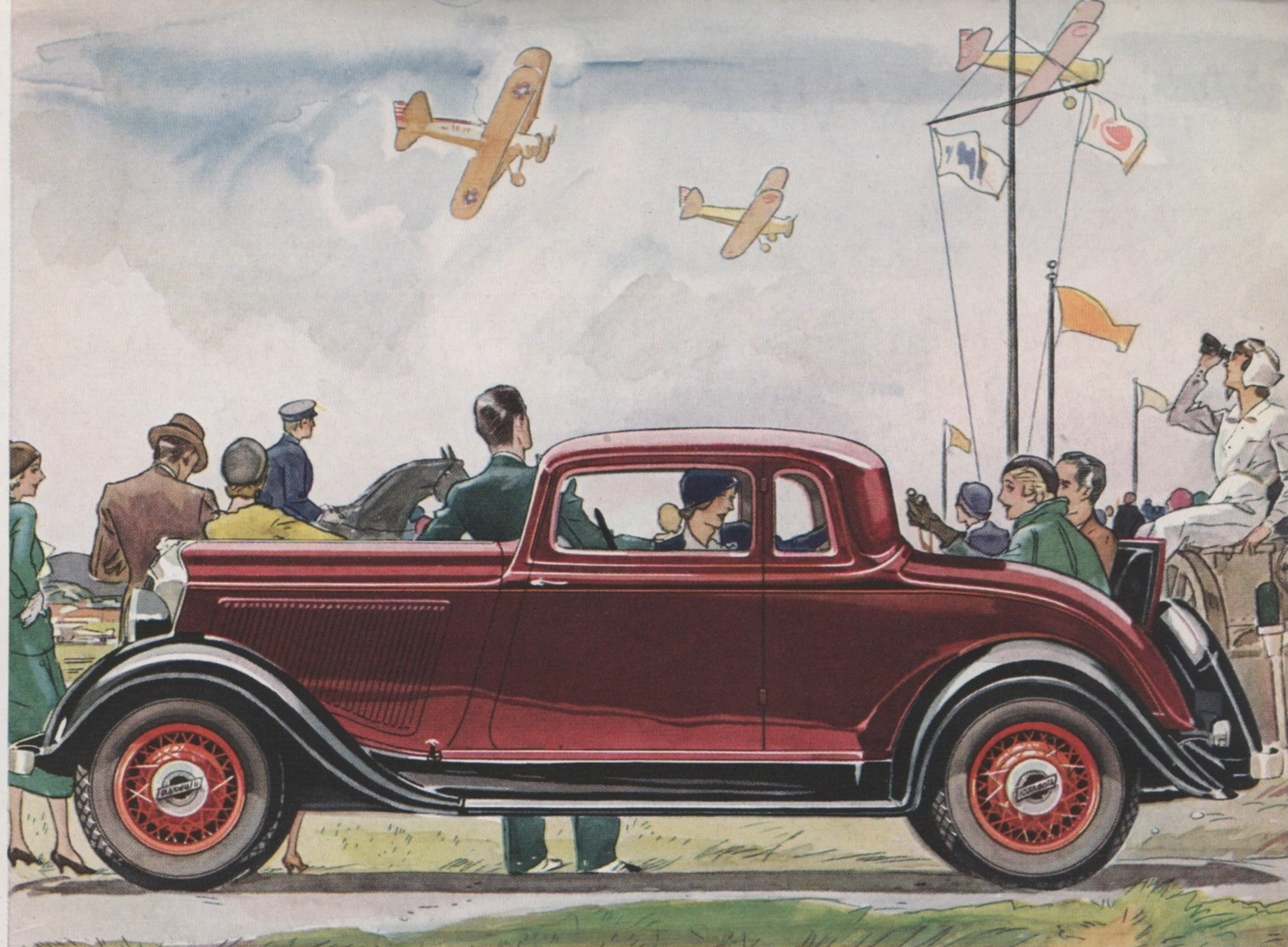
the week-end or the long, cross-country trip, you'll find that this big, roomy Plymouth Sedan makes motoring more comfortable than you'd ever imagined was possible.

WHO SAID "TIRED BUSINESS MAN?"

There's no fatigue in driving the Plymouth Six. You rest as you ride. Floating Power . . . free wheeling . . . and hydraulic brakes see to that! We made this coupe for salesmen . . . a

car for business. A roomy storage compartment instead of a rumble . . . big enough for all the luggage anyone would want to carry with him. A practical car . . . and so is the price.





PLENTY OF ROOM FOR THE EXTRA COUPLE

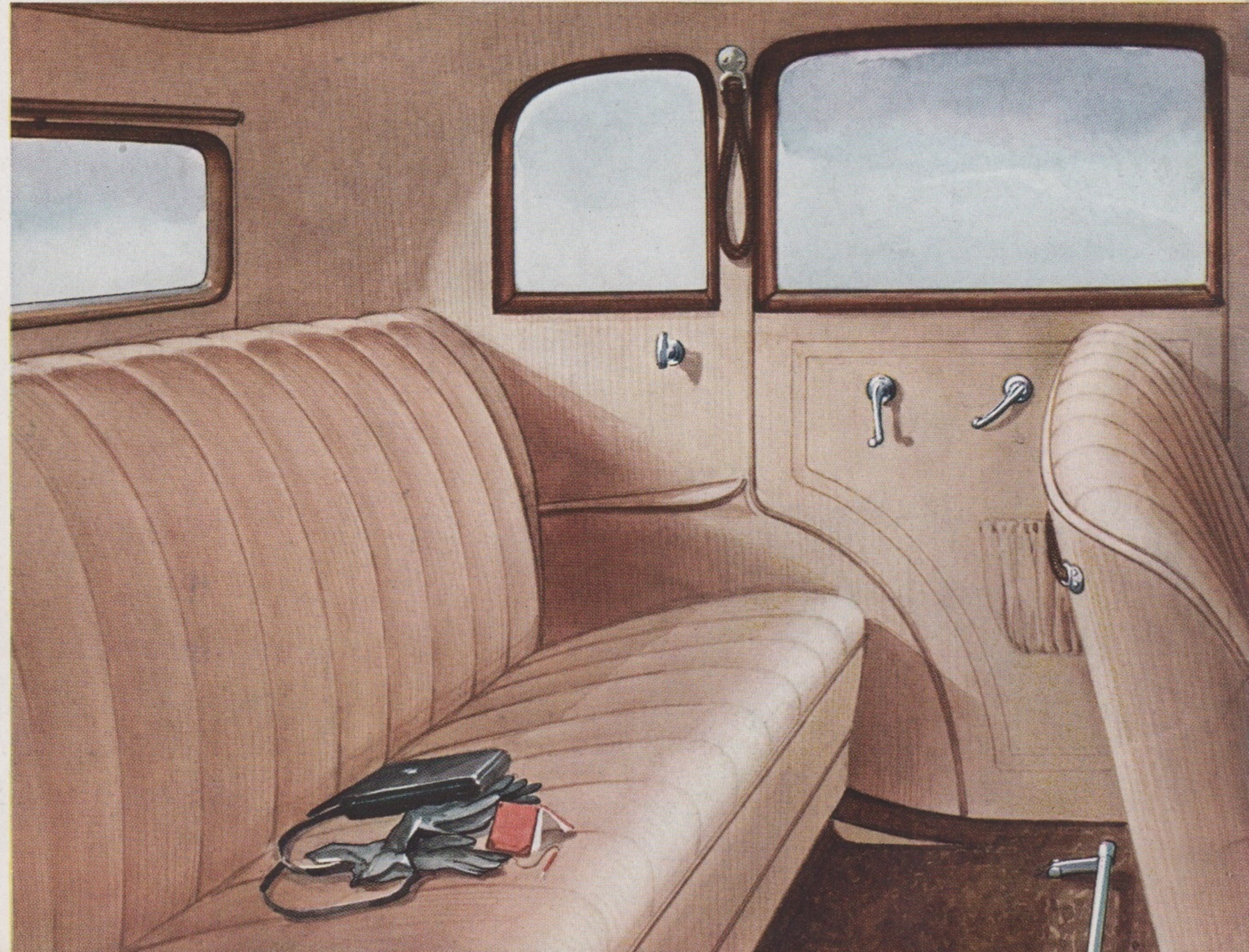
What a rumble! Big and roomy. Upholstered in durable weatherproof fabric! The seat is low . . . the sides are high . . . plenty of protection from the wind. The "extra couple"

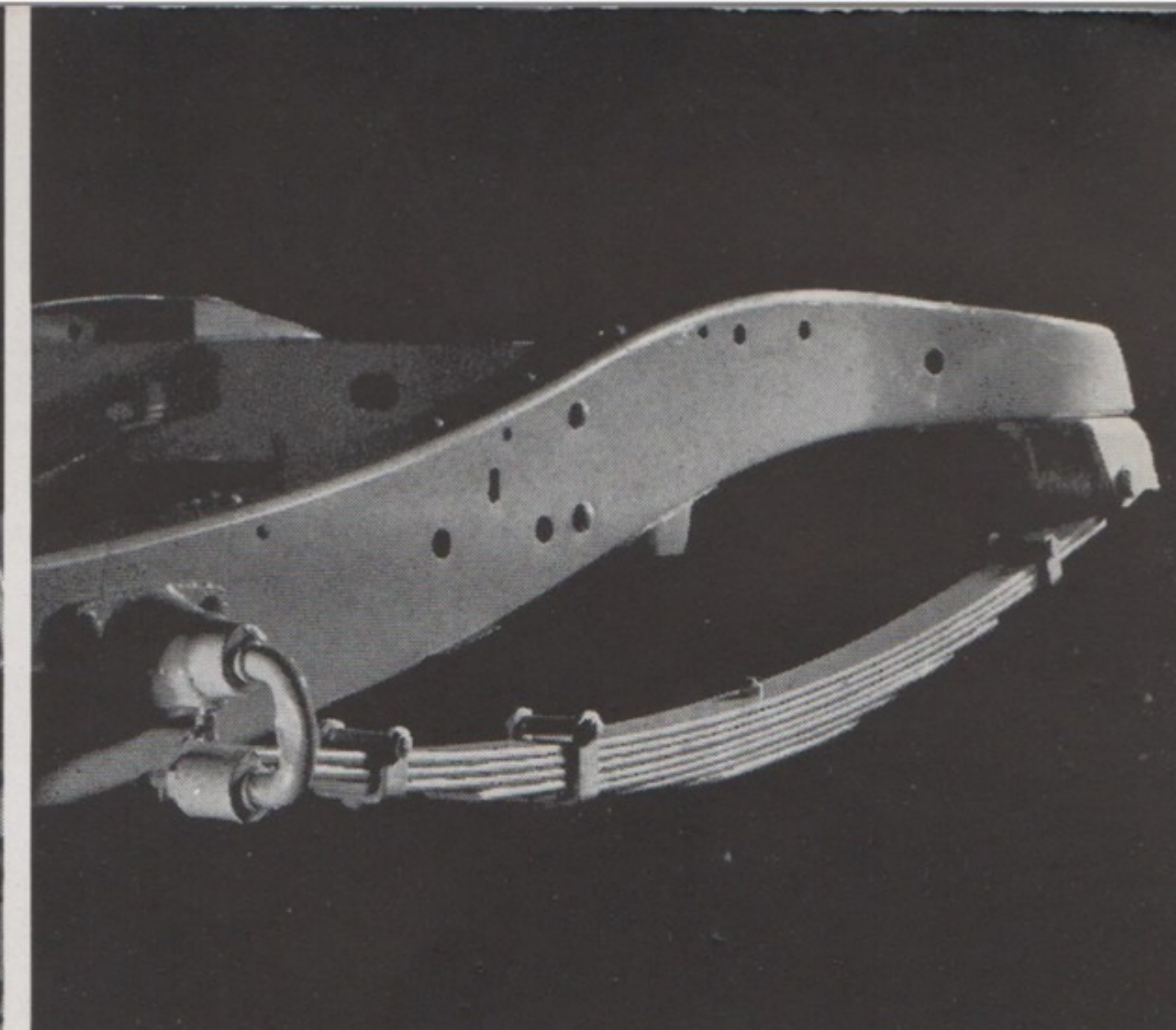
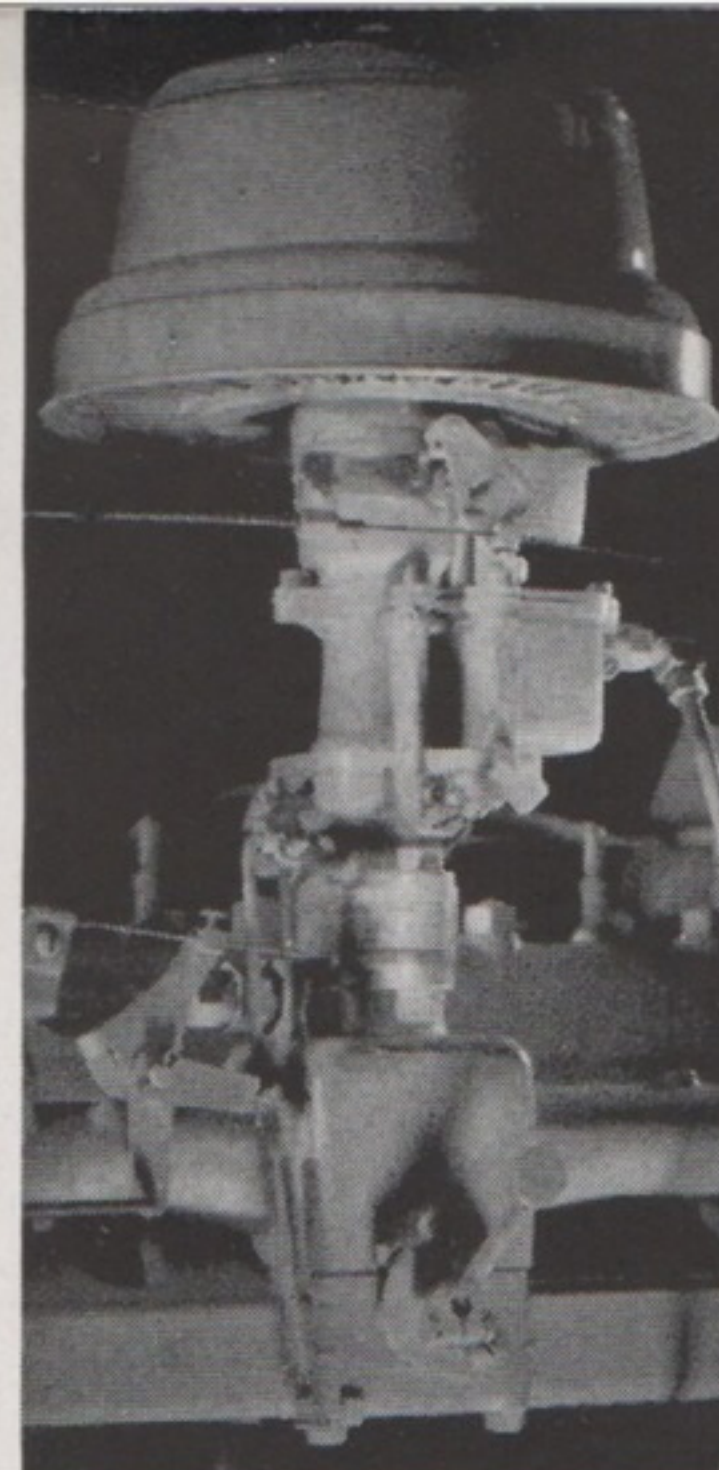
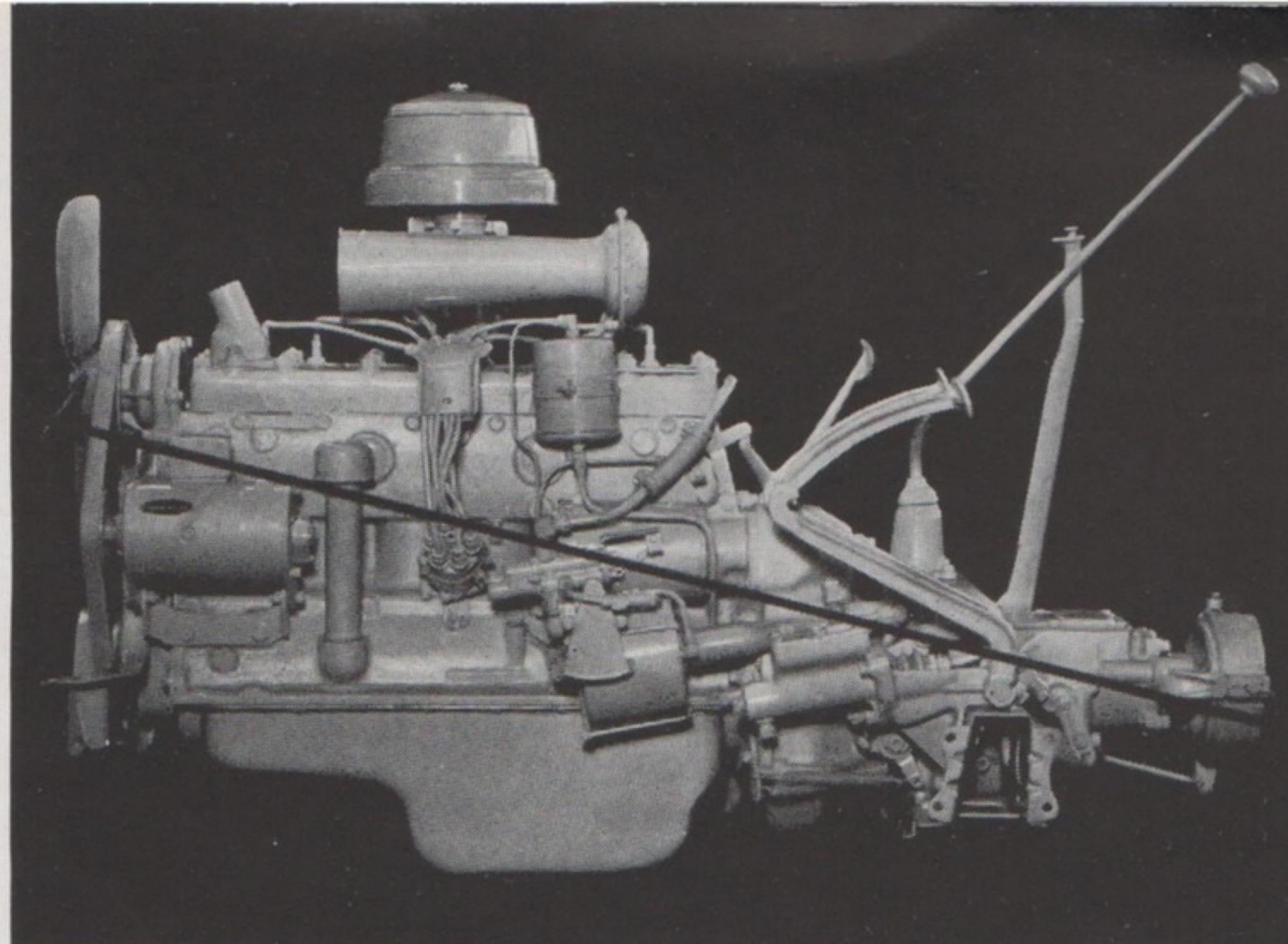
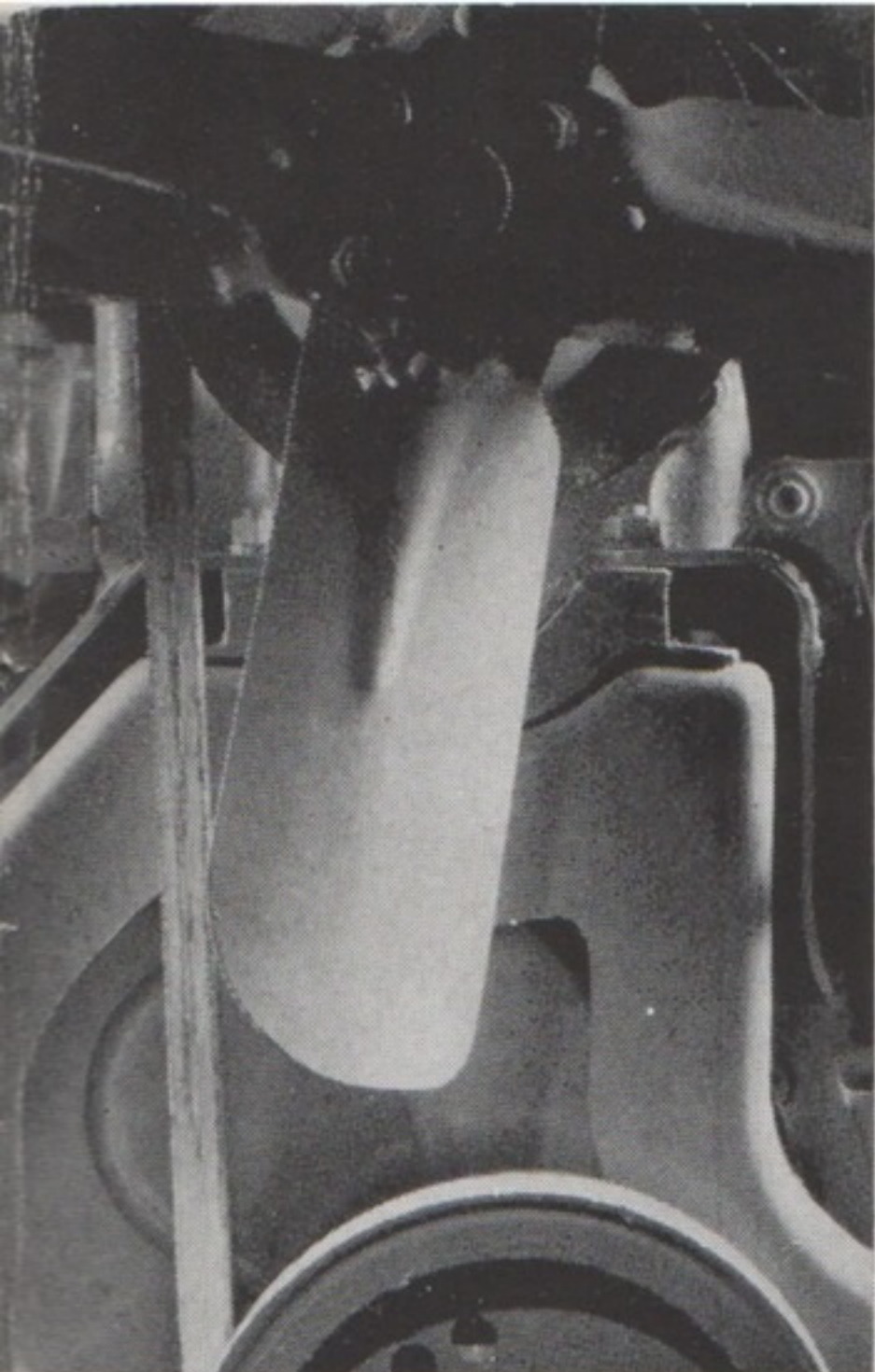
will want to ride in *your* car! It's got a dashing air about it . . . modish inside and out. The seat is adjustable to accommodate a four-foot youngster or a big six-footer.

PLYMOUTH BEAUTY IS MORE THAN SKIN DEEP

What a surprise when you open the door of the new Plymouth! It has beauty *under* the skin, too! No stone unturned for your convenience. The driver's seat is adjustable. Driving

controls and instruments are conveniently located. A sloping windshield eliminates glare of oncoming lights. The corner posts are slender for clear vision. *Lots of room to stretch.*





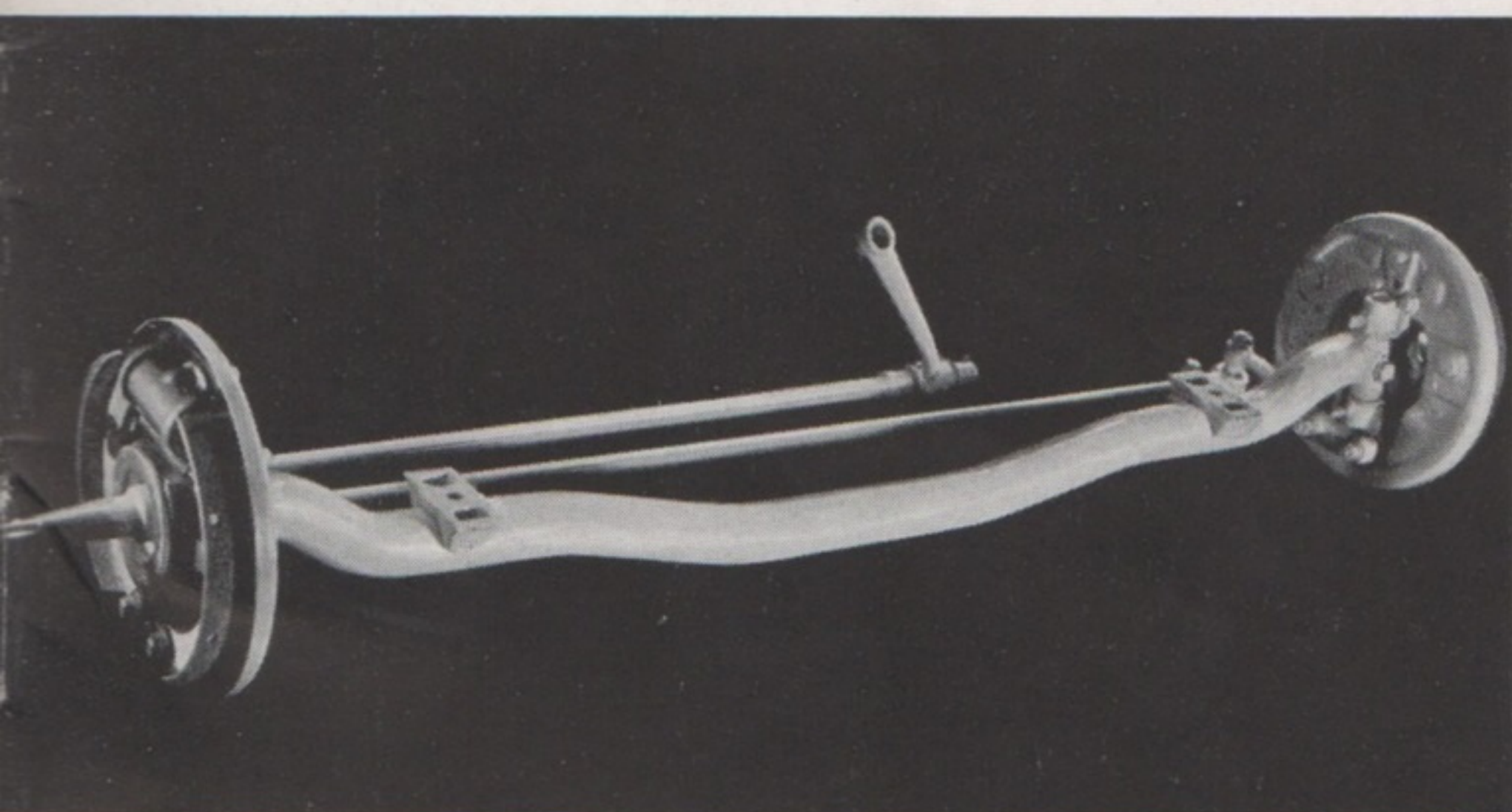
IT'S A FLOATING POWER SIX! The engine is suspended in balance, at just two points, on cushions of rubber. It dissipates its own vibration. The famous Plymouth smoothness! Floating Power means a more restful ride—and longer life for your car.

DOWN-DRAFT Carburetor. Air Cleaner. Silencer.

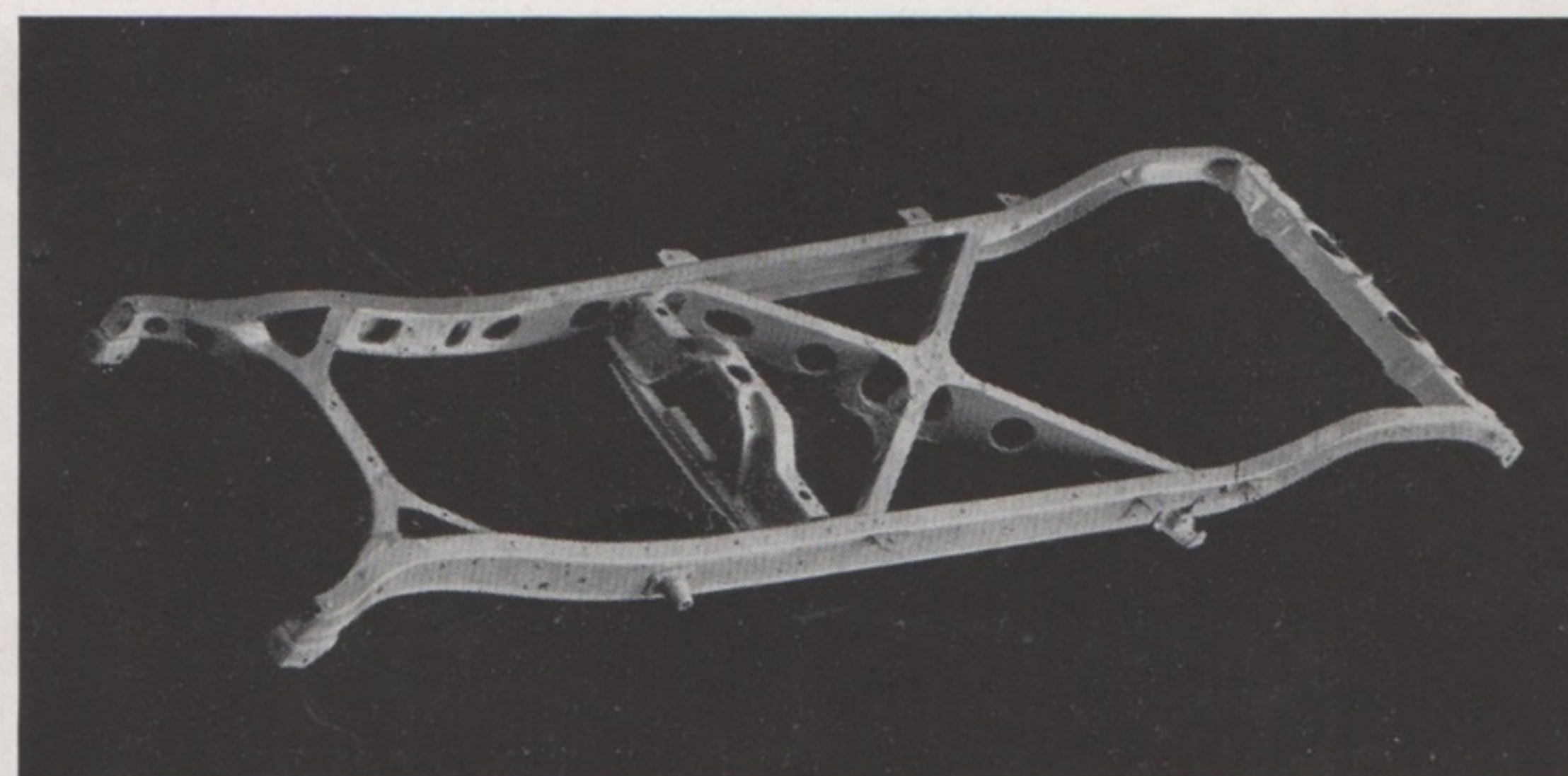
OILITE SPRINGS keep themselves oiled. Silent-U Shackles at one end, Rubber-cored Shackles at the other—a restful ride.

—AND THERE'S PLENTY "UNDER THE HOOD"

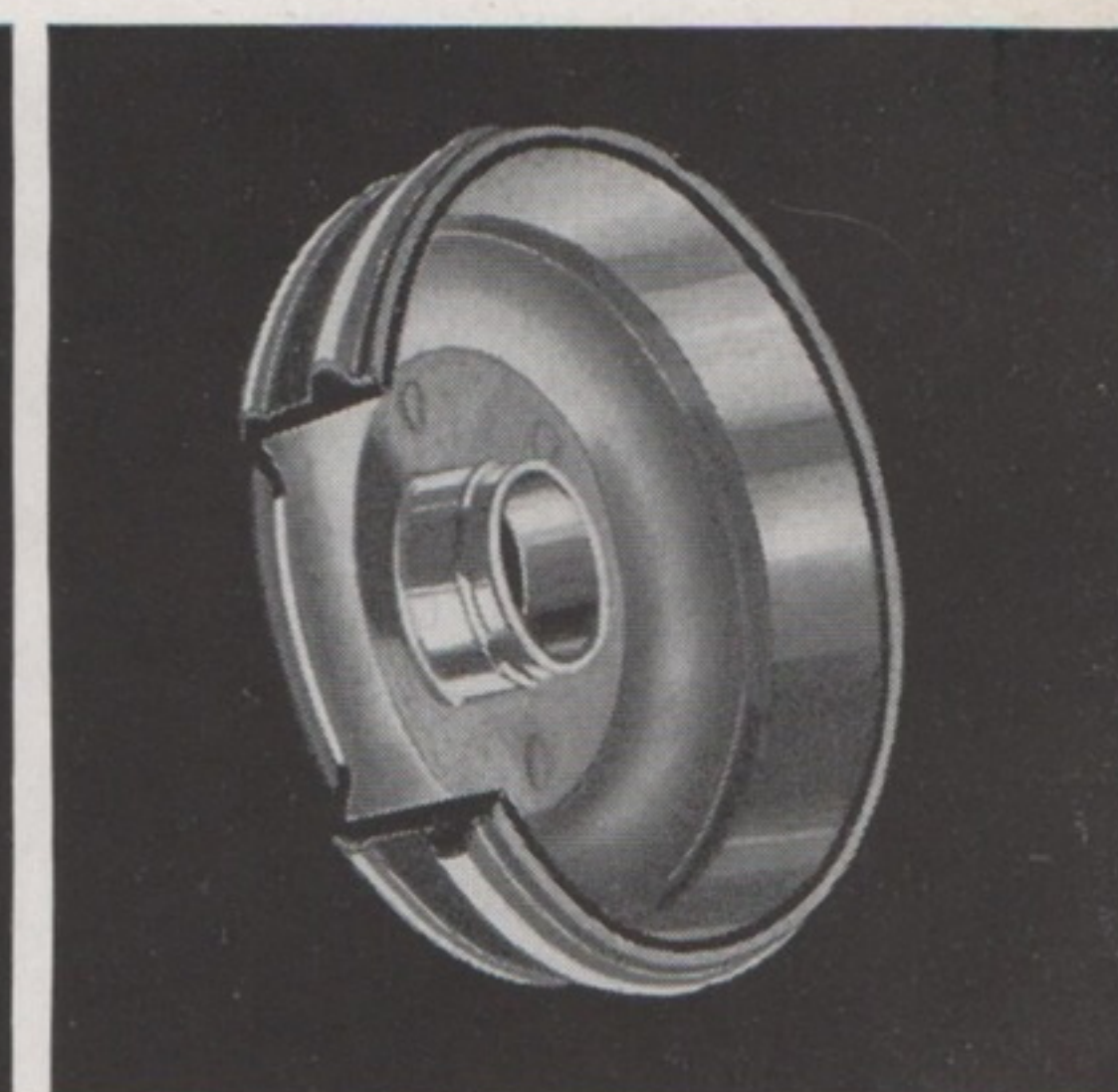
—for the complete Mechanical story see the other Plymouth book, "WHAT MAKES THE WHEELS GO 'ROUND.'"



TUBULAR FRONT AXLE! Plymouth brings it to the low price field. And Cross-Steering for vibrationless handling.

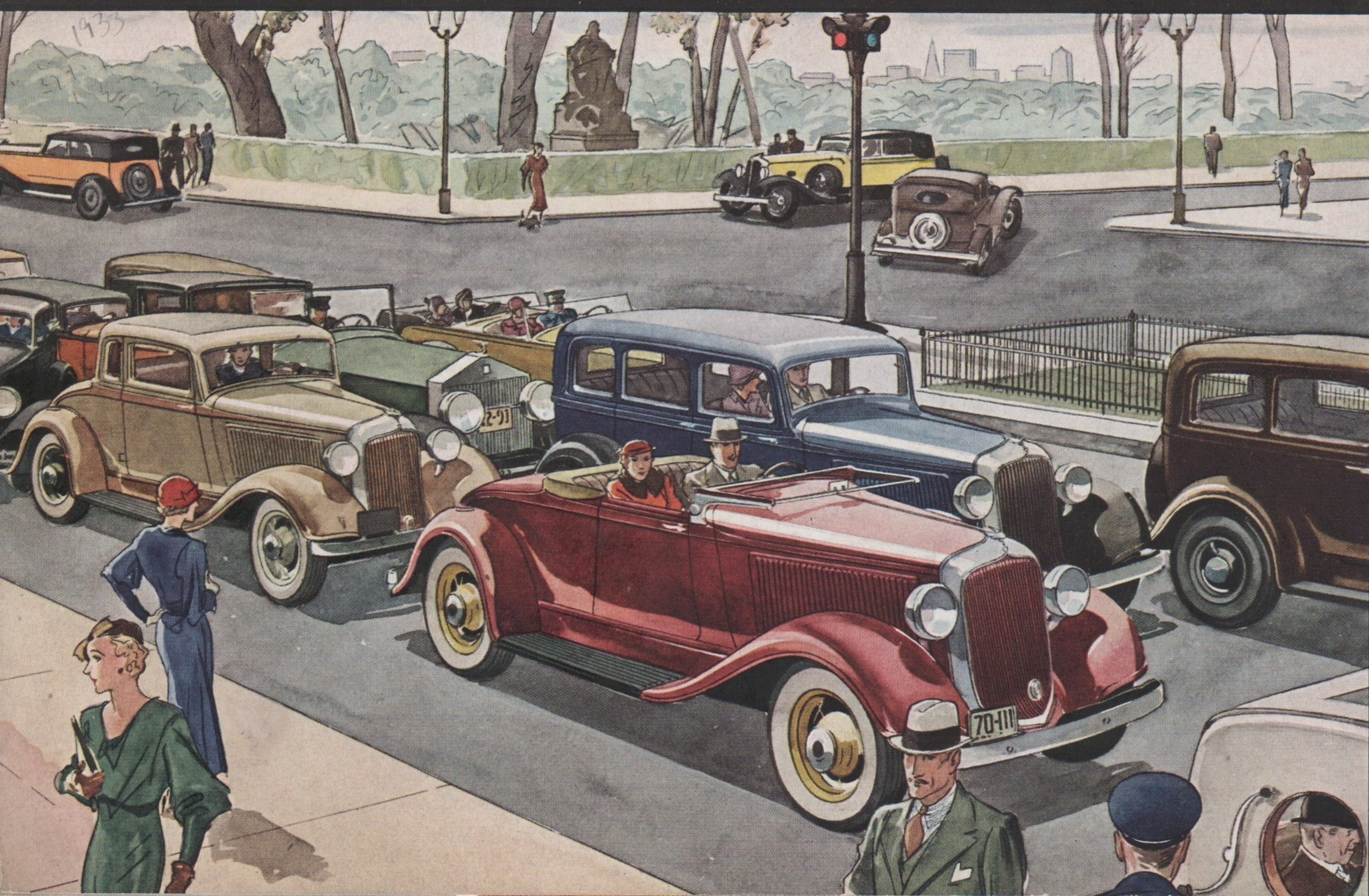


RIGID-X FRAME! A new kind of Double drop frame construction. Stronger, stiffer, to withstand twisting strains. Low to the ground for greater Safety and Riding Comfort.



HYDRAULIC BRAKES! Always equalized. Centrifuse drums—soft, quick, positive.

NOW AMERICA RIDES



IN STYLE!